

Montana WIC

Nutrition Program for Women, Infants and Children

Manager Focus Group Conference Call Responses to Questions

11:00 AM CALL

A majority of cashiers from all peer groups indicated that “knowing what WIC customers can and cannot purchase,” and “WIC customers holding up the line” are their biggest challenges with WIC transactions. **From your perspective as a manager what do you see are the biggest challenges with WIC transactions or implementing WIC in your store?**

Knowing which products are authorized is a problem – especially for new cashiers. New cashiers tend to not look too far into food list (ex. WIC approved juice)

Allowing mixed fruit/vegetable for baby food has been very helpful for our store.

A majority of cashiers recommended improving participant training on the food list and the rules of WIC transactions? **From your perspective as a manager what do you think are the best ways or ideas to strengthen the relationship between WIC and retailers?**

Ongoing training is important to them.

Overall, what are your recommendations to improve the WIC shopping experience in your store?

They are glad we are going to split-tender. It has been a problem in their store. Allowing this will improve the shopping experience

ADDITIONAL QUESTIONS:

A majority of cashiers recommended switching to EBT to simplify the transaction process. **From your perspective, aside from switching to EBT, which will simplify the process, what ideas or suggestions do you have to make the current transaction process less challenging for both cashiers and WIC customers?**

There is not much we can do – other than focus on ongoing training

From your perspective what are some ideas or suggestions to make communication between WIC and retailers more effective? For instance, would you like to see more communication? Less?

Would like to see more communication – newsletters are very helpful – anything that they can pass onto their cashiers would be great.

Aside from the topics we have discussed today are there any additional ideas or topics you would like to discuss that you feel will make WIC work better in your store?

NA

2:00 PM CALL

A majority of cashiers from all peer groups indicated that “knowing what WIC customers can and cannot purchase,” and “WIC customers holding up the line” are their biggest challenges with WIC transactions. **From your perspective as a manager what do you see are the biggest challenges with WIC transactions or implementing WIC in your store?**

Do not see too many problems. Did notice that when WIC customers who are new on the program shop for WIC items there are a few problems. A common problem is WIC customers bringing up the wrong type/size of cereal - ran a test for split-tender in store-everything working fine - split tender is going to be great for store – less hassle.

A majority of cashiers recommended improving participant training on the food list and the rules of WIC transactions? **From your perspective as a manager what do you think are the best ways or ideas to strengthen the relationship between WIC and retailers?**

EBT will help a lot with removing grey areas – especially for customer. They feel that education is good, but that moving to a system like EBT will help solve a lot of problems.

Overall, what are your recommendations to improve the WIC shopping experience in your store?

It would be nice if WIC customers felt like they could ask us for help before they arrive at the cash register line. We would gladly help them sort out their purchase – answer questions. Once they are at the check stand with regular customers behind them it becomes awkward to answer questions/solve problems.

ADDITIONAL QUESTIONS:

A majority of cashiers recommended switching to EBT to simplify the transaction process. **From your perspective, aside from switching to EBT, which will simplify the process, what ideas or suggestions do you have to make the current transaction process less challenging for both cashiers and WIC customers?**

They feel the process is as good as it is going to get.

From your perspective what are some ideas or suggestions to make communication between WIC and retailers more effective? For instance, would you like to see more communication? Less?

Communication OK – would like to see more – more contact with WIC staff – would be nice to visit more often.

Aside from the topics we have discussed today are there any additional ideas or topics you would like to discuss that you feel will make WIC work better in your store?

NA

4:00 PM CALL

A majority of cashiers from all peer groups indicated that “knowing what WIC customers can and cannot purchase,” and “WIC customers holding up the line” are their biggest challenges with WIC transactions. **From your perspective as a manager what do you see are the biggest challenges with WIC transactions or implementing WIC in your store?**

We agree with cashiers – training for WIC customers need to be very thorough. We are also noticing that WIC customers tell us that a food item we tell them is not approved was allowed at another store somewhere.

A majority of cashiers recommended improving participant training on the food list and the rules of WIC transactions? **From your perspective as a manager what do you think are the best ways or ideas to strengthen the relationship between WIC and retailers?**

Allowing split tender will really help here.

Overall, what are your recommendations to improve the WIC shopping experience in your store?

WIC labels are very helpful on our shelves.

ADDITIONAL QUESTIONS:

A majority of cashiers recommended switching to EBT to simplify the transaction process. **From your perspective, aside from switching to EBT, which will simplify the process, what ideas or suggestions do you have to make the current transaction process less challenging for both cashiers and WIC customers?**

We have a problem with WIC customers who bring up numerous checks all at the same time and hold up the cash register line for long periods. One customer brought up 7 WIC checks. Let WIC customers know this causes a problem for the store when they do this.

From your perspective what are some ideas or suggestions to make communication between WIC and retailers more effective? For instance, would you like to see more communication? Less?

Communication alright.

Aside from the topics we have discussed today are there any additional ideas or topics you would like to discuss that you feel will make WIC work better in your store?

NA